

SAFE CYCLING

During 2019-2020, PPA expanded the safe cycling campaign on a national level focussing on Gauteng, PE, Western Cape, Bloemfontein, and Durban. We managed to secure sponsorship for most of our activities during the year. We received 1, 151 million from the RAF for activations as well as 517 500,00 from Toyota to produce safe cycling merchandise.

The objective in 2019 -2020 was to change the mindset of road users as the current behavior of drivers on the roads is globally the greatest contributing factor to road crashes. Drivers are ignorant when it comes to the rights of cyclists on the roads and need to be educated about the rights of cyclists on the road. COVID-19 severely impacted our activations from April 2020. We then produced 1000 masks which have been distributed across South Africa via our brand ambassadors to keep cyclists and those around them safe.

The key strategic issues identified for 2019-2020

<u>Strategic Considerations</u>	<u>Insights</u>	<u>Weekly, monthly, quarterly, seasonally</u>
<p>Education of drivers on the roads throughout South Africa</p> <p>Incorporated new ideas Flash mob at various shopping centers around SA</p> <p>Silent protests at courts in Durban, Cape Town and JHB</p>	<ul style="list-style-type: none"> • Initiate regular activations/campaigns to raise awareness • Stakeholder mobilization for road safety partnerships RAF, Dept of Transport • Media campaigns • Interaction with drivers • Inclusion of cycling in the K53 booklet for 2021 • Surveys to calculate where problems are and to navigate what measures need to be implemented in the campaign to address problems 	<ul style="list-style-type: none"> • Seasonally • Seasonal • Seasonal • Seasonal • Annual • Seasonal
<p>Safety Awareness amongst cyclists across South Africa</p>	<ul style="list-style-type: none"> • Frequent reflective bib handouts • Frequent interaction with cyclists • Media campaigns • Regular surveys to monitor what information needs to be conveyed • Interaction during activations to be able to address the needs of all cyclists 	<ul style="list-style-type: none"> • Seasonal • Seasonal • Seasonal • Seasonal

		<ul style="list-style-type: none"> • Seasonal
<p>Government and parastatal interaction addressing safe cycling issues in South Africa</p> <p>Networking on government level</p>	<ul style="list-style-type: none"> • The use of campaigns and joint campaigns to bring critical issues to the forefront • Provide relevant information to strengthen demands • Media campaigns to highlight issues which will demand action 	<ul style="list-style-type: none"> • Seasonal • Seasonal • Monthly • Seasonal
<p>Monitoring of crashes and court cases throughout South Africa</p> <p>Put pressure on the justice system</p> <p>And Dep of Transport to take serious action against driver's involved in crashes.</p>	<ul style="list-style-type: none"> • List all muggings, hotspots, and crashes to collect relevant data • Use the data to establish where activations should be executed • Use data in media campaigns to address the urgency of safety • Media campaigns to add pressure to justice and government departments to take action. 	<ul style="list-style-type: none"> • Daily update • Seasonal • Seasonal
<p>Use of seasonal campaigns to address safety</p> <p>May- Aug – Winter</p> <p>Dec- Jan – Festive Season</p>	<ul style="list-style-type: none"> • Collaborated with partners to ensure the message reaches more road users • Joint effective media and social media activities • Address the 'humanity' aspect of cyclists • Mass media activations • Due to COVID, activities were halted from April to Sep 2020 	<ul style="list-style-type: none"> • Seasonal • Seasonal • Seasonal • Seasonal
<p>Implement the use of brand ambassadors to enhance the overall campaign and establishing safe cycling forums and networks across South Africa</p>	<ul style="list-style-type: none"> • Identify public figures who are keen cyclists and wishes to talk about the campaigns and who can take the lead on activities in various provinces • Incorporate in effective media and social media activities 	<ul style="list-style-type: none"> • Monthly • Monthly
<p>Effective and usable website and social media content</p>	<ul style="list-style-type: none"> • Drive campaigns via the website • Drive campaigns to reach road users and cyclists 	<ul style="list-style-type: none"> • Monthly
		<ul style="list-style-type: none"> • Seasonal

Build a reputable presence throughout South Africa to make Stay Wider the most reputable safe cycling campaign in SA	<ul style="list-style-type: none"> • The effective use of activations across South Africa encourages more participation in our initiative • Building a reputation of changing or bettering the conditions of cyclists on the road will have a positive spin off 	<ul style="list-style-type: none"> • Seasonal
Advocacy for a 1 m passing law throughout South Africa 'Close pass' campaign on social media	<ul style="list-style-type: none"> • Working with national government via leads to establish a national passing law that is crucial to safeguard cyclists 	<ul style="list-style-type: none"> • Annually
Improve national road signage for cyclists	<ul style="list-style-type: none"> • Work with government to implement more and better signage • Media and social media campaign 	<ul style="list-style-type: none"> • Annually

ACTIVITIES IN SUPPORT OF OUR KEY STRATEGIES

The safe cycling campaign has grown in the past year across South Africa with our focus being on Western Cape, Gauteng and KZN. Activities included reflective bib handouts, a media campaign sponsored by the RAF, awareness rides, memorial rides, sticker handouts, safe cycling start groups, coffee stops, Chapman's Peak Powerade handouts, Transport month activities which included a safe cycling ride with Heart FM and court protests. We also drove a very successful social media campaign which is now bringing revenue as an influencer from the Safely Home campaign in the Western Cape. Due to the COVID 19 pandemic most of our regular activations were halted but we still drove a media campaign to promote safety and handed our face masks where it was needed. The handouts were done by our team if brand ambassadors throughout South Africa.

NATIONAL BIB HANDOUTS

We were fortunate to receive a sponsorship of R 385 000.00 from the Road Accident Fund in 2019. This was our fourth sponsorship from the RAF. We were able to hand out close to 8000 reflective bibs, 2500 lights, 2000 lumo tags and 250 helmets to commuters across South Africa mostly in previously disadvantaged communities. We encouraged cyclists to hand out bibs in their communities, which has resulted in more communities receiving bibs from us. We also produced back-pack covers and kid's bibs for handouts to schools and communities.

AWARENESS RIDES

In 2019 -2020, the PPA hosted awareness rides in Mamelodi in Tswane, PE, Durban and Mossel Bay. Due to COVID 19 all rides from March were cancelled. Rides are hosted to focus on road safety issues and to draw the attention of government role players. We will continue with rides in 2021.

STAY WIDER OF THE RIDER MERCHANDISE

Thanks to Toyota's generous sponsorship of R 517 500.00, we can offer Stay Wider if the Rider jerseys to cyclists at cost. We currently have two designs, one in the popular lumo yellow and the other one black and lumo. These are available at our Kenilworth office or online. Over the past year, we sold 658 jerseys and we continue to do so.

Due to COVID 19 we are manufacturing face masks for distribution.

STAY WIDER OF THE RIDER STICKERS

It is encouraging to see how many vehicles are already sporting our "Share the road/Stay wider of the rider" bumper stickers. We see them on all kinds of vehicles, from taxis and buses to cars and scooters. Well over 150 000 of these bumper stickers and 50 000 license disks were distributed nationally in the past year nationally at intersections in Gauteng, Cape Town, Durban, Bloemfontein and PE. We also handed out stickers to all Western Cape Licensing departments as well as cycle shops on a national basis. Our sticker handout campaign included Kalk Bay, Seapoint, Camps Bay, Tableview, Bottelary Road, Fisante Kraal (Cape) William Nicol, Beyers Naude, Mabilingwe, Ontdekkers Drives (Gauteng), Marin Parade, Umhlanga, Morningside, Balito (KZN), Centurion, Walmer Estate, Seaview (PE), George, Mossel Bay, Knysna and Oudtshoorn.

The production of the stickers was funded by the RAF in 2019 at a cost of R 140 000.00 which included the national handout campaign.

MEDIA CAMPAIGNS

Thanks to the Road Accident Fund we were able to launch a media campaign prior to the festive season in 2019 and yet again in Feb 2019 prior to the Cape Town Cycle Tour. The RAF allocated R 766 000.00 to us for this purpose. The campaign included a national radio campaign targeting vernacular radio stations, electronic billboards in Gauteng, Cape Town as well as posters in Durban, Bloemfontein and PE along busy cycling routes. For the first time ever, we feature a 'flash mob' at prominent shopping centres in Cape Town, Durban and Gauteng. The aim was to place focus on the vulnerability of cyclists and to give cyclists space when passing.

The digital signage campaign at 87 BP garages across South Africa is also an effective way to get our safe cycling message across to motorists.

MEDIA RETURN ON INVESTMENT

Our media return on investment for the year for newspaper, radio and television coverage amounts to R8 949,399.00 for the R 766 000.00 we spent.

CRASH AND CRIME MAP

We have compiled a map for website and social media purposes, pinning all cycle crashes and theft hot spots to keep members informed of dangerous areas. We are saving all the information for use going forward.

LEGAL ASSISTANCE

PPA continues to monitor accidents on a case-by-case basis and if an incident arises, which allows us to enforce the 1-metre rule, then we will pursue it. Drunken driving cases are also followed closely.

SAFE CYCLING START GROUPS

This year we had a start group at the CTCT comprising of 900 riders the biggest ever! We wish to thank every cyclist's that supported us and joined the start group. We also wish to thank Amashova 2019 for allowing us a start group of 200 riders.

SAFE CYCLING MESSAGING ALONG THE CTCT ROUTE 2020

We wish to thank the CTCT for allowing us to erect signage along the 109 km route.

Many of our regular events were cancelled due to the pandemic but we are gearing up to host these in 2021

NATIONAL BRAND AMBASSADORS

We would like to thank our national brand ambassadors across South Africa for their dedication and assistance to promote the safety of all cyclists throughout South Africa.

THANK YOU

We thank all our supporters, government partners, cycling organisations, RAF, RTMC, bike shops, media partners, event organisers, suppliers, cycling clubs as well as the PPA members for all the support we receive throughout the year.

